

Federal Communications Commission

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**Description: WRAL-TV DTV QUARTERLY ACTIVITY STATION REPORT - AMEND
TO 2ND QUARTER 2009**

Application Reference Number: 20090701ABH
Successfully filed at Jul 2 2009 9:17AM

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Federal Communications Commission Washington, D.C. 20554		Approved by OMB 3060-1115 (June 2009)	FOR FCC USE ONLY
FCC 388 DTV Quarterly Activity Station Report		FOR COMMISSION USE ONLY FILE NO. -20090701ABH	
Licensee CAPITOL BROADCASTING COMPANY, INC.			
Call Sign WRAL-TV	Facility Id 8688	Previous Call Sign (if applicable)	
Community of License			
City RALEIGH	State NC	County WAKE	Zip Code 27605 -
Nielsen DMA RALEIGH-DURHAM (FAYETVLE)	World Wide Web Home Page Address WWW.WRAL.COM	Licensee Renewal Expiration Date (mm/dd/yyyy) 12/01/2012	
Channel Numbers: (Check the Channel Number(s) to which this form applies.)			
<input checked="" type="checkbox"/> Analog	5		
<input checked="" type="checkbox"/> Digital	48		
Report reflects information for quarter ending: 06/30/2009			
Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)? <input type="radio"/> Option One (A and D) <input checked="" type="radio"/> Option Two (B and D) <input type="radio"/> Option Three (C and D)			
Over the past quarter, if you have fully complied with the requirements of the selected option?		<input checked="" type="radio"/> Yes <input type="radio"/> No	
Comments:			
Were you required to air service loss notices (See 47 C.F.R. 73. § 674(b)(5) for details)?		<input type="radio"/> Yes <input checked="" type="radio"/> No	
If YES, Complete Section E			
Simulcasting:			
Prior to termination of signal, did you simulcast on your Analog channel and your primary Digital stream?		<input checked="" type="radio"/> Yes <input type="radio"/> No	
If YES, complete only one of the form for both. If NO, complete a form for your Analog Channel and a second for your primary Digital stream.			
Application Purpose:			
<input type="radio"/> DTV Education Report			
<input checked="" type="radio"/> Amendment	File Number BDERCDT-20090701ABH		
If an amendment, include a comment explaining the reason and the portions of the pending application that are being revised. THIS AMENDMENT IS TO REFLECT THE CORRECT QUARTER ENDING DATE OF 6/30/2009.			

Section B (For broadcasters electing Option Two)

On its analog channel, and its primary digital stream, a station must run an average of 16 transition-related PSAs and 16 transition-related crawls, snipes, and/or tickers per week in each quarter, all between the hours of 5 a.m. and 1 a.m. It must also run one 30 minute DTV-related informational program once, and one Countdown piece per day during the days prior to the conclusion of the transition. Comment boxes MUST be used to describe these compliant activities (See rules for additional details).

Total Number of Eligible DTV Transition-Related PSAs and Crawls, Snipes, and/or Tickers (CSTs) Run -- Last Quarter

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How many DTV PSAs and CSTs did your station run between 5:00 a.m. and 1:00 a.m. last quarter?	
Total 5:00 a.m. to 1:00 a.m. PSAs	255
Total 5:00 a.m. to 1:00 a.m. CSTs	307
For informational purposes only, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 a.m. to 9:00 a.m.?	
Total 6:00 a.m. to 9:00 a.m. PSAs	28
Total 6:00 a.m. to 9:00 a.m. CSTs	0
For stations located in the Atlantic, Eastern, or Pacific Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 p.m. to 11:35 p.m. (must average at least 4 per week)?	
Total 6:00 p.m. to 11:35 p.m. PSAs	60
Total 6:00 p.m. to 11:35 p.m. CSTs	112
For stations located in the Alaskan, Central, or Mountain Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 5:00 p.m. to 10:35 p.m. (must average at least 4 per week)?	
Total 5:00 p.m. to 10:35 p.m. PSAs	0
Total 5:00 p.m. to 10:35 p.m. CSTs	0
Comments: WRAL-TV WAS IN FULL COMPLIANCE WITH FCC'S DTV CONSUMER EDUCATION REQUIREMENTS DURING SECOND QUARTER 2009 AND CONTINUED AS AN ANALOG NITELIGHT STATION. WRAL-TV CEASED DIGITAL SERVICE ON CHANNEL 53 AND COMMENCED DIGITAL SERVICE ON CHANNEL 48 ON JUNE 12, 2009. PURSUANT TO UNPHASED TRANSITION, ON AIR CONSUMER EDUCATION EFFORTS CONTINUED UNTIL JUNE 29, 2009 WHEN WRAL-TV COMMENCED FULL AUTHORIZED OPERATIONS ON CHANNEL 48.	

30 Minute Educational Programs - Last Quarter

How many 30 minute, DTV-related informational programs did your station run during the quarter? At least one such program must be run between the hours of 8:00 a.m. and 11:35 p.m., after April 1, 2009 and prior to your station's termination of analog service (See 47 C.F.R. § 73.674(d)(5) for additional details).	
Total number of 30 Minute Informational Programs	1
Comments: DTV SPECIAL AIRING THIS QUARTER -- ON MAY 30TH AT 7:30PM, WRAL AIRED "COUNTDOWN TO DTV: ARE YOU READY?", A HALF-HOUR SPECIAL PRODUCED BY NAB. PREVIOUSLY AIRED DTV INFORMATIONAL PROGRAM: IN COMPLIANCE WITH THE REQUIREMENT TO AIR AT LEAST ONE DTV-RELATED INFORMATIONAL PROGRAM PRIOR TO FEB. 17, 2009, WRAL-TV PRODUCED AND ORIGINALLY AIRED "DTV 411" ON APRIL 19, 2008 AT 7:30PM EST. PROGRAM DESCRIPTION: (NOTE: SINCE THIS PROGRAM AIRED PRIOR TO THE NEW TRANSITION DATE OF JUNE 12TH, THIS DESCRIPTION INCLUDES REFERENCES TO THE PREVIOUS DIGITAL TRANSITION DATE.) A CYNICAL OLD CURMUDGEON AND A HIP, YOUNG, TECHNOPHILE REPRESENT ANALOG AND DIGITAL TECHNOLOGY IN THIS ENTERTAINING AND INFORMATIVE LOOK AT THE DIGITAL REVOLUTION AND THE APPROACHING FCC DEADLINE REQUIRING FULL-POWER BROADCASTERS TO GO ALL DIGITAL ON FEBRUARY 17, 2009. THE DIGITAL REVOLUTION IN BROADCASTING BEGAN MORE THAN A DECADE AGO. IT'S MEANT SHARPER PICTURES AND SOUND AND THE ABILITY TO MULTICAST SEVERAL CHANNELS IN ONE. MOST FULL-POWER STATIONS HAVE BEEN BROADCASTING IN BOTH DIGITAL AND ANALOG FOR YEARS, BUT WHEN THEY STOP BROADCASTING IN ANALOG ON FEBRUARY 17, 2009, VIEWERS STILL RECEIVING FREE, OVER THE AIR BROADCASTS WITH AN ANALOG TV AND ANTENNA WILL LOSE THEIR SIGNAL UNLESS THEY TAKE ACTION.	

THAT'S ABOUT 15 PERCENT OF VIEWERS IN NORTH CAROLINA.

CAPITOL BROADCASTING COMPANY/WRAL-TV, IN CONJUNCTION WITH THE NORTH CAROLINA ASSOCIATION OF BROADCASTERS (NCAB), PRODUCED "DTV 411" TO EXPLAIN THE DIGITAL TRANSITION AND WHAT IT MEANS. THE PROGRAM EXPLAINS DIGITAL TECHNOLOGY AND ITS BENEFITS. IT ALSO SHOWS WHICH VIEWERS ARE AFFECTED BY THE CHANGE AND WHAT THEY NEED TO DO TO KEEP RECEIVING THEIR TELEVISION SIGNAL AFTER FEBRUARY 17, 2009. IN PARTNERSHIP WITH NCAB, THIS PROGRAM WAS OFFERED TO LOCAL TELEVISION STATIONS THROUGHOUT NORTH CAROLINA.

Countdown Eligible Pieces - Last Quarter

Beginning on April 1, 2009 or 60 days prior to termination of their analog service, whichever is later, all stations participating in Option Two must engage in special "Countdown to DTV" activities. Stations must execute a minimum of one "Countdown To DTV" on-air activity per day during the days leading up to their analog termination. During the last quarter, how many of each eligible "Countdown to DTV" pieces did your station run?

121	Graphic Displays
0	Animated Graphics
0	Graphic and Audio Displays
0	Longer Form Reminders
Comments:	

Mandatory Daily Notices - Last Quarter

Beginning April 1, 2009, Option Two stations must also provide information about antenna use, the need for rescanning, and walk-in DTV help centers. These notices must be aired for no fewer than 15 seconds each, at least once per day, between 8 a.m. and 11:35 p.m., and at least three times per week between 8 p.m. and 11 p.m. in the Atlantic, Eastern and Pacific time zones, and between 7 p.m. and 10 p.m. in the Mountain, Central, and Alaskan time zones, until the station terminates analog programming. Stations may choose alternative on-air methods to comply with these notice requirements, but if so they may not be counted toward the transition PSA/transition CST obligations. (See 47 C.F.R. § 73.674(b)(6)-(8) for additional details).

Have you aired a sufficient number of antenna information notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Have you aired a sufficient number of rescanning notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Have you aired a sufficient number of help center notices this quarter (one per day and at least three per week during primetime)?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments: WRAL-TV WAS IN FULL COMPLIANCE WITH FCC'S DTV CONSUMER EDUCATION REQUIREMENTS DURING SECOND QUARTER 2009 AND CONTINUED AS AN ANALOG NITELIGHT STATION. WRAL-TV CEASED DIGITAL SERVICE ON CHANNEL 53 AND COMMENCED DIGITAL SERVICE ON CHANNEL 48 ON JUNE 12, 2009. PURSUANT TO UNPHASED TRANSITION, ON AIR CONSUMER EDUCATION EFFORTS CONTINUED UNTIL JUNE 29, 2009 WHEN WRAL-TV COMMENCED FULL AUTHORIZED OPERATIONS ON CHANNEL 48.	

Section D (For all broadcasters)

Additional DTV On-air Initiatives - Last Quarter	
Did your station run additional on-air initiatives (such as news reports, town hall meetings, and in particular, nightlight effort, etc.) during the quarter? The comment box may be used to describe these initiatives.	<input checked="" type="radio"/> Yes <input type="radio"/> No
Comments: WRAL-TV'S CONSUMER UNIT HAS COMMITTED TO ROUTINE REPORTS ON DTV AND THE UPCOMING TRANSITION. THESE STORIES USUALLY AIR IN WRAL'S EARLY EVENING NEWS, WHICH IS SEEN BY THOUSANDS	

OF VIEWERS THROUGHOUT THE MARKET.

- 4/14 - PKG @ 5P - DTV UPDATE - GOES THROUGH/EXPLAINS AREAS OF BIGGEST CONCERN (I.E. RECEPTION & FREQUENCY CHANGE) FOR VIEWERS.
- 4/14 - DTV SOFT TEST - RE-BROADCAST DTV UPDATE PKG DURING THE SOFT TEST.
- 6/3 - LIVE VO @ 5:30 - FCC RELEASES LIST OF COMPANIES THAT WILL OFFER IN-HOME HELP.
- 6/10 - PKG @ 5P HOW TO RESCAN FOR CHANNELS.
- 6/11 - FREQUENCY CHANGE AND FCC NUMBER MENTIONED DURING ALL NEWS DAYPARTS
- 6/11 - PKG @ 6P - DTV COUNTDOWN - EXPLAINED WHY WRAL WOULD TEMPORARILY BE OFF-AIR FOR A BRIEF TIME DURING FREQUENCY CHANGE & HOW TO RESCAN FOR CHANNELS.
- 6/12 - "HOW TO RESCAN" PKG RAN ONCE EVERY HOUR IN THE WRAL'S MORNING NEWSCAST.
- 6/12 - THREE LIVE REPORTS DURING WRAL'S NOON NEWSCAST TO DISCUSS TODAY'S TRANSITION TO DIGITAL.
- 6/12 - CONSUMER REPORTER MONICA LALIBERTE ON THE NEWS SET DURING 5P & 6P NEWSCAST EXPLAINING HOW TODAY'S TRANSITION TO DIGITAL WENT, REMINDING VIEWERS TO RESCAN, AND GIVING OUT FCC TOLL-FREE NUMBER
- 6/12 - VOS RAN AT 10PM (ON FOX50) & WRAL'S 11PM NEWSCASTS PROVIDING SAME (ABOVE) INFORMATION FROM EARLY EVENING NEWSCAST.
- 6/13 - VOS RAN THROUGHOUT EACH NEWSCAST PROVIDING RESCAN REMINDERS AND FCC'S TOLL-FREE PHONE NUMBER.

'SOFT TESTS' ON WRAL-TV:
 DURING THIS QUARTER, WRAL-TV CONDUCTED "SOFT TESTS" WHERE VIEWERS WATCHING OUR ANALOG SIGNAL WERE INFORMED THAT THEIR TV SETS WERE NOT YET DIGITAL READY.

WRAL-TV CONDUCTED A 2 MINUTE "SOFT TEST" ON TUESDAY, APRIL 14TH BETWEEN 7:28 PM AND 7:32 PM. THE NC ASSOCIATION OF BROADCASTERS JOINED WITH ELON UNIVERSITY TO HOST A STATE-WIDE CALL CENTER FROM 7:15 PM - 9:30 PM ON THE NIGHT OF THE TEST (4/14/09).

WRAL ALSO CONDUCTED THREE 2 MINUTE SOFT TESTS ON THURSDAY, MAY 21ST DURING THE FOLLOWING TIMES: 7:28AM-7:30AM, 12:28PM-12:30PM AND 6:28PM-6:30PM.

WRAL-TV IS THE OFFICIAL DTV NIGHTLIGHT STATION FOR THE RALEIGH-DURHAM FAYETTEVILLE MARKET AND WILL CONTINUE TO BROADCAST TRANSITION INFORMATION ON ITS ANALOG CHANNEL UNTIL 1:00 PM ON JULY 6, 2009.

Station Website Additional Activity Related to the DTV Transition - Last Quarter	
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Does your station have a Website?	<input checked="" type="radio"/> Yes <input type="radio"/> No
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If YES, did your station provide additional DTV related information or activities on that Website? The comment box may be used to describe what was posted on the station's Website.	<input checked="" type="radio"/> Yes <input type="radio"/> No
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Comments:
 THE SPECIAL DTV SECTION ON WRAL.COM INCLUDES A 'STEP BY STEP' INFORMATIONAL DTV CONVERSION OVERVIEW, RELEVANT DTV RESOURCE LINKS, AND A FREQUENTLY ASKED QUESTIONS SECTION.

IN ADDITION TO GENERATING REGULAR MAIL REQUESTS FROM CITIZENS WITHOUT INTERNET, WRAL'S DTV ON-AIR MESSAGES AND NEWS STORIES ALSO INCLUDED REFERENCES TO THE SPECIAL DTV SECTION ON THE WRAL.COM WEBSITE. VIEWERS WERE ASKED TO USE THE KEYWORD TERM "DTV" TO FIND THE SECTION. FOR THE MONTHS OF APRIL, MAY AND JUNE, THERE WERE 3,665 SEARCHES FOR THE DTV KEYWORD ON WRAL.COM, MAKING IT THE 10TH MOST POPULAR SEARCH TERM ENTERED ON THE SITE DURING THAT PERIOD. IT'S CLEAR THAT TELEVISION IS EXTREMELY POWERFUL IN PUSHING USERS TO THE INTERNET.

Additional DTV Outreach Efforts -- Last Quarter	
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Check all of the DTV related activities listed below that your station engaged in over the last quarter. The comment box may be used to describe this activity.	
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Speaking Engagements

Comments:

Community Events

Comments:
 ANSWERED DTV-RELATED QUESTIONS AT ANNUAL DOGWOOD FESTIVAL STREET FAIR, FAYETTEVILLE NC -

APRIL 25, 2009.

 Other (describe)

Comments:

IN 2008, WRAL-TV PROVIDED 1,329 FREE ANTENNAS TO HELP VIEWERS RECEIVE DIGITAL TELEVISION. THUS FAR IN 2009, THE STATION HAS GIVEN AWAY AN ADDITIONAL 1,013 ANTENNAS.

LAST YEAR, WRAL ALSO HIRED A TEMPORARY WORKER TO HANDLE THE DTV-RELATED VIEWER INQUIRIES AND FULFILLMENT. HE HAS NOW WORKED STEADILY FOR OVER ONE YEAR AND PERFORMED THE FOLLOWING DTV-RELATED TASKS DURING THIS QUARTER:

- DTV/TRANSITION-RELATED E-MAIL RESPONSES: 1140
- DTV/TRANSITION-RELATED INQUIRY RESPONSES VIA PHONE: 1473
- ANTENNA TERRAIN STUDIES CONDUCTED: 154
- ANSWERED VIEWER CALLS DURING WRAL'S SOFT TESTS CONDUCTED APRIL 14TH AND MAY 21ST
- CREATED A "DTV TRANSITION FAQ" SCRIPT FOR WRAL PHONE SUPPORT STAFF TO USE FOR CALLS RECEIVED ON JUNE 12TH.
- STAFFED WRAL'S DTV AUTOMATED HELPLINE TO KEEP CALL VOLUME AND RESPONSE TIMES AT MANAGEABLE LEVELS IN EXPECTATION OF THE ORIGINAL DIGITAL TRANSITION DATE
- MANAGED UPDATES OF DTV INFORMATION ON WRAL'S WEBSITE

This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.

Comments:

Station Certification

I certify that the statements in this document are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

Typed or Printed Name of Person Signing	Typed or Printed Title of Person Signing VICE PRESIDENT & GENERAL COUNSEL
Signature TERESA C. ARTIS	Date (mm/dd/yyyy) 07/02/2009

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

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